



## Invitation to Tender

### Project Management for the implementation of extension programme for the 'Cyprus Breakfast' for Cypriot Hotels

#### Cyprus Destination Partnership

In 2010 The Travel Foundation, Cyprus Sustainable Tourism Initiative (CSTI) and the Cyprus Tourism Organisation (CTO) entered into a partnership agreement to establish a programme of initiatives to support the destination in becoming a leader in sustainable tourism. The aim being to ensure maximum economic benefits to local people, conserve and enhance the natural environment and promote local culture and heritage.

As part of this programme the partnership is delivering a project that helps to support local agri-businesses as well as provide tourists with traditional local tastes.

#### The Partners:

##### The Travel Foundation

The Travel Foundation (TF) is an independent UK charity, set up through partnership between the outbound tourism industry, government and non-governmental organisations (NGOs) in the UK. The Foundation aims to ensure that tourism from the UK gives a greater benefit to the people, environment and economy in destination countries. Set up in 2003, we have worked in 19 countries, implementing sustainable tourism projects, as well as developing a number of tools and training materials to support the travel industry in developing best practice.

##### Cyprus Sustainable Tourism Initiative (CSTI)

CSTI is an independent non-profit organisation registered with the Cypriot Charity Commission. CSTI aims to harness tourism demand with the supply of tourism resources to develop a sustainable approach to tourism in Cyprus.

##### Cyprus Tourism Organisation (CTO)

CTO is the official tourism body in Cyprus.



## **Background**

The Cyprus Breakfast project builds on similar initiatives carried out by the Travel Foundation in Tobago, Gambia and Turkey which aim to improve the livelihoods of local producers through tourism market linkages. A feasibility study was undertaken in 2013 regarding the potential and the framework for establishing the concept of a Cyprus Breakfast in Cypriot Hotels. Following this, a Cyprus Breakfast pilot project has been implemented over the last few months that has engaged hotels and trained their staff to deliver the Cyprus Breakfast in the Paphos and Polis area.

## **Project Aim**

The Partners are now inviting tenders from consultant(s)/ Project Managers to deliver the next phase of the project, which aims to further embed the Cyprus Breakfast activities into existing hotel practice as well as enroll new hotels into the programme. In addition to this will be the monitoring and evaluation of the project as well as measuring its impact.

It is anticipated that this phase will run from the date of signing the contract until the 30<sup>th</sup> of November 2015.

## **The Brief**

The implementation of this second phase will continue to take place in two resorts in Cyprus, Polis and Paphos, chosen as they provide a wide variety of hotel types and customer demographics. As part of the expansion of the project, this phase will now also encompass all other areas of the Republic of Cyprus. For better and effective monitoring the number of hotels participating in the project in 2015 must not exceed a total number of 45 hotels with an acceptable deviation of +/- 5.

The following will comprise the main activities:

1. Extension of the membership of existing hotels participating in the programme.
2. Register new hotels into the programme mainly through extending the area of operation as mentioned above.
3. Conduct coaching and training to new hotels prior to joining the programme.
4. Support participating hotels and carry out checks to ensure compliance with agreed criteria.
5. Carry out robust monitoring and evaluation activities to include project impact measurements - impact of the project on local producers, environmental impacts and customer satisfaction levels.

## **Management**

The consultant(s) will report to Naomi McClure, Travel Foundation.

## **Budget**

The Partnership has a budget of up to €20,000 plus VAT for this work. All costs incurred by the



Project Manager including help desk staff, transport, training, website technical support, website and Facebook management, consumables, administration and any below the line promotion material must be covered within this budget.

### **The Tender**

The tender document should be a maximum of 6 pages (plus supporting documents) and should include:

- A short interpretation of the project brief
- Suitability of the bidder to carry out this work, including relevant knowledge, experience and expertise
- CVs of all the people who will be involved in the project
- A full budget breakdown including staff and admin costs and the number of days allocated for the delivery of the work.
- Responsibilities for project management and quality control
- Contact details

### **Minimum Qualifications of consultant**

The Project Manager must possess the following qualifications:

- Hold a Masters degree in any of the following subjects: Business Administration, Marketing, Hotel and Tourism, Economics or similar
- Fluency in English and Greek language
- Working experience in Project Management that can be proved by the completion of at least 3 Project Management Jobs in the last 5 years, preferably in the agrofood and / or tourism sectors.

### **Timescale**

The tender should be emailed to Naomi McClure, Programme Officer, The Travel Foundation, at [naomi.mcclure@thetravelfoundation.org.uk](mailto:naomi.mcclure@thetravelfoundation.org.uk) by Tuesday 12<sup>th</sup> May 2015. Tenders received after this deadline will not be considered. Successful applicants will be informed by Friday 15<sup>th</sup> May.

The successful Project Manager will be expected to produce monthly reports on progress and the final Report and recommendations is to be submitted by the first week of December 2015.

Any queries in relation to this tender should be addressed to Naomi McClure at the email address above, or telephone 00 44 117 930 7173.

### **Assessment**

The bids will be assessed by a panel comprising members of The Travel Foundation Executive, CSTI and CTO. Tenders will be scored against the following criteria:

- Quality of the overall tender
- Appropriateness of methodology/approach
- Capability, track record and capacity to meet tender requirements
- Value for money
- Deliverables and ability to meet delivery timescales



**Please note: we will use the tender document as an indicator of the applicant's ability to present a professional looking document that communicates clearly and concisely.**